

Patricia T. Owen, President/Founder FACES DaySpa 2006 South Carolina Small Business Person of the Year

Patricia Owen has guided her small business, FACES DaySpa, from its 1983 inception as a small boutique to its current status as a nationally renowned day spa profiled in such major publications as *Vogue*, *Salon Today*, *Allure* and *Elle*.

Patricia began her career in 1977 with Estee Lauder cosmetics in St. Louis, MO. Five years later, she and her husband decided to move to Hilton Head Island, where they used their savings to open FACES Boutique, featuring Hilton Head's first Estee Lauder cosmetics counter. FACES initially thrived, but the opening of a large mall nearby with its own department store cosmetic counters threatened Patricia's small business. FACES needed to evolve to remain competitive, so Patricia decided to expand into professional skincare.

Patricia experienced remarkable success in the professional skincare industry – so much so that FACES reached its spa care capacity shortly after the completion of a second spa treatment room. Patricia and a business partner decided to apply for their first SBA-guaranteed loan to purchase and renovate a recently-closed jewelry store adjacent to FACES to expand FACES' spa amenities. Soon after, however, Patricia's partner decided to exit the venture, leaving Patricia with only half of the new property but all of the bills. She received another SBA loan to purchase the entire property and help pay for the expansion costs. "I am convinced we couldn't have become the successful business we are today if we had not received SBA assistance," Patricia says.

FACES DaySpa is now one of the most extensive day spas in the Southeast, boasting a wet room, a chemical-free nail studio, a sauna and steam shower and six treatment rooms. In 2004, FACES jumped to the forefront of beauty technology when it partnered with area physicians to become part of the medical spa industry, offering such innovative services as Botox treatments, Laser hair removal and facial rejuvenation and ZOOM teeth whitening.

Both Patricia and FACES have won numerous awards and accolades. The Hilton Head Island Chamber of Commerce named FACES DaySpa its 1996 Small Business of the Year and its 2002 Small Business of the Quarter. *Salon Today* profiled FACES as "One of the Nation's Fastest-Growing Spas" in 2002, 2003 and 2004. In 2005, Patricia was named SBA South Carolina Small Business Person of the Year runner-up.

In addition to her devotion to her business, Patricia Owen is devoted to community. FACES contributes to many charities, including the American Heart Association, American Cancer Society, Hilton Head Orchestra Youth Outreach programs, Red Cross, United Way and March of Dimes. Patricia is a member of the Bluffton – Hilton Head Chamber of Commerce Small Business Committee, where she has chaired the Small Business of the Year Review Committee for the past three years.

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